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PACKAGING

THE CAHNERS MAGAZINE FOR DECISION-MAKERS/APRIL 1989

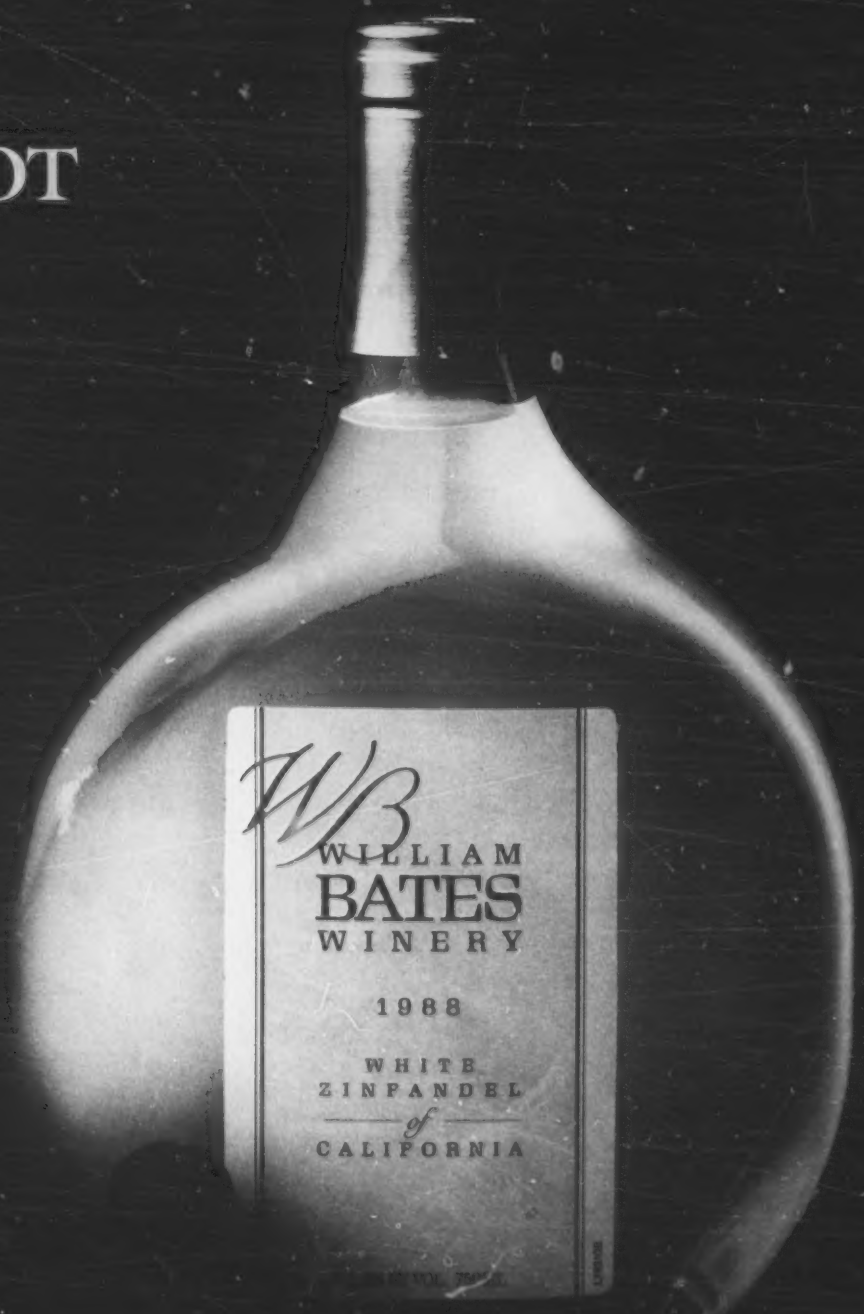
WHAT'S HOT IN GLASS

The How & Why Of Blister Packaging

Getting Reliability In Stretch Wrapping

Special Preview Of South Pack '89

Simplot's New Fries Line Built For Speed



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PACKAGING NEWS

CTFA Calls For C-R Containers For Acetonitrile Products

Used in glue-removers for sculptured fingernails

The Cosmetic, Toiletry and Fragrance Association has petitioned the Consumer Product Safety Commission to require child-resistant containers for glue-remover products containing acetonitrile. This action is based on information indicating there has been one death and several injuries to children resulting from accidental ingestion of these products. One of the uses for acetonitrile is to dissolve the glue used for sculptured fingernails.

An article in a December issue of the *Journal of the American Medical Association* reported on the mishaps. Further investigation by CTFA revealed that these products are available in retail outlets without protective caps.

In announcing the petition, CFTA president E. Edward Kavanaugh said, "This action is necessary to be certain another tragic accident does not result from accidental ingestion of these products by a child."

CTFA's petition states, in part, that "ordinary child-resistant caps—the kind found on products in hardware stores, supermarkets and drug stores all over the United States—will provide an effective and inexpensive solution for a product that poses a serious hazard to children if ingested."

Philip Morris Kills Culinova

Plans to focus on Kraft's Chillery line

Apparently willing to fund only one refrigerated food line between its two food subsidiaries, Philip Morris has chosen Kraft's Chillery line over General Foods' Culinova. The much-touted and costly Culinova line of upscale entrees has become a mega-merger casualty.

Distribution challenges inherent in the store-door delivery system for Culinova, and Kraft's expertise in refrigerated foods, were cited by a General Foods spokesperson as reasons for the move. Kraft's major presence in the retail refrigerated section, and its extensive foodservice network, are said to be marketing pluses for Chillery. Salads, entrees, pastas, sauces and desserts are all part of the mix-and-match refrigerated line, which has been in test market in Kansas City, Mo. since 1987.

Industry marketing researchers have previously cited Culinova's high retail prices, poor timing of the introduction, and high overhead due to refrigerated trucks and stand-alone retail cases stocked by General Foods personnel.

NFPA Seeks 'Friendly' Name For Aseptic Products

Will promote consumer awareness through new name

The Aseptic Affairs Committee of the National Food Processors Association (NFPA) has commissioned a consumer testing program to develop a new, "consumer-friendly" name for aseptic products. Members of the committee, representing packaging and equipment suppliers and aseptic processors, plan to use the new name to promote consumer awareness of the aseptic processing and packaging technique.

The committee has retained The National Food Laboratory, Inc. to carry out consumer focus groups and quantitative research to determine an appropriate alternative name, based on the benefits of the process. The committee effort was triggered by results of an industry survey showing that the term "aseptic" neither attractively nor accurately describes the technology. The results of the consumer marketing effort should be available by late spring 1989.

Bright Future For Metallized Products In Packaging, Says Report

Snack food packaging and microwave susceptors will drive demand

Packaging applications will account for a sharply increased share of the production of flexible metallized films and papers by 1993, according to a recently released study on the total market for these products by Business Communications Co., Inc.

The packaging portion of the total production of these materials will grow from 26.8 million pounds in 1988 to 48.5 million pounds in 1993—a 13 percent per year average annual growth rate. In food packaging, improved barrier properties and attractive store shelf appearance of these metallized materials are cited in the study as major driving forces in that growth.

Snack food packaging is by far the leading use in this market sector, however, the fastest growth in packaging application for metallized materials will be in microwave susceptors and coffee packaging.

Pressure-sensitive and glued labels and holograms made from metallized materials are counted under the "decorative" segment of the total market, and are targeted for slow but steady growth at five percent per year.

For more information on the study, circle Reader Service No. **412**.

Klockner Packaging Buys Rexham Machinery

Includes Bartelt line

Klockner Packaging Group, Inc. of Gordonsville, Va., a subsidiary of Klockner-Pentaplast of America, Inc., announced it has acquired the Rexham Machinery Group of Sarasota, Fla. from the Rexham Corp.

The Rexham Machinery Group manufactures the Bartelt line of pouch packagers, cartoners, fillers and a range of labeling and banding machinery. The firm will be known as Klockner-Bartelt, Inc. under the new ownership, with existing personnel remaining in Sarasota.

Study Forecasts European Microwave Boom Next 8 Years

Demand will soar for plastic trays

European markets for reheatable convenience foods have been growing at an average rate of 5 percent per year in recent years—yet microwave packaging demand has soared well above this, says a new study released by London-based Marketpower Ltd. The report covers reheatable convenience food markets in the U.K., France, Germany, Netherlands and Belgium.

As a result of this soaring demand, microwave containers will achieve explosive growth between 1988 and 1995, the study forecasts. Plastic tray demand will increase from 400 to 1320 million units, and coated board from 245 to 475 million units. Despite this, foil demand will hold up well, declining only slightly from 1050 to 1000 million units.

For more information on the seven-volume report, circle Reader Service No. **411**.

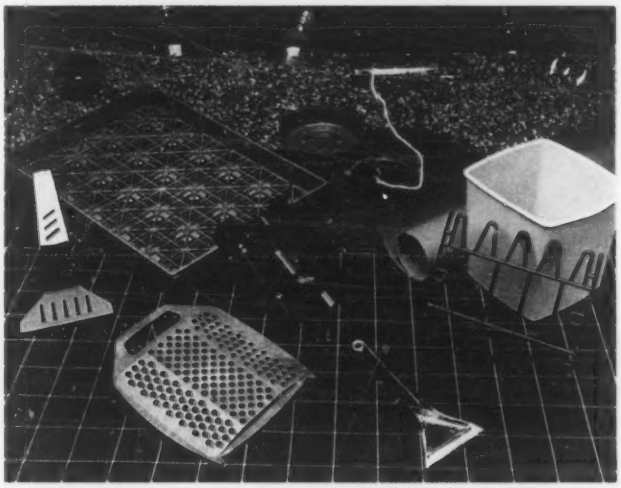
RECYCLING NEWS

Price Restricts Markets For PET Copolymer

Recycler longs for symbolic application

Wouldn't it be great if soft-drink bottlers could transport filled bottles in crates made from old ones? Or, as Ira Stern puts it, "Can you imagine the PR that Coke would get if they could say they were putting their bottles into crates and not into the ground?"

Stern, president of PET Polymers, Roosevelt, N.Y., has fabricated such crates from discarded 2-liter polyethylene terephthalate bottles using technology patented by Fina Oil and Chemical Co. But so far he has been unable to interest molders of HDPE crates in switching to his impact-modified PET copolymer.



A wide range of products in many colors can be made of the impact-modified PET copolymer that results from waste PET bottles. But for now the recycler is staying with basic black.

Although PET Polymers' material sells for 48 cents a pound and HDPE sells for roughly 54 cents, a relatively high yield makes HDPE the better buy. Then there's the matter of the molds. Since Stern's material shrinks less than HDPE, molds would have to be changed. This is an expensive proposition.

For that reason, Stern is presently concentrating on marketing his PET-based copolymer as a replacement for ABS, which sells for 90 cents a pound. His first commercial application is in rigid supports for padded toilet seats. And although he can make his material almost any color, Stern has decided that Henry Ford was right: "You can't go wrong making black."

Stern is confident that he will find additional customers—molders of typewriter-ribbon cartridges among others. But clearly, he strongly wants to sink his teeth into something as symbolically significant as the bottlers' crates. He laments, "I just want somebody to say, 'It's a great product. I want to try it, so I'm going to absorb the little bit of extra money it will cost.'"

But Ira, isn't that too much to expect of any profit-making company? Stern answers yes with a sigh . . . and a sense of humor: "Unfortunately," he says, "most people will keep their mother for a penny and sell her for 2 cents."

He adds, "The bottlers want me to take their bottles. But they say, 'Take my waste and leave me alone.' How do these people expect us to recycle if they're not prepared to pay for it?"

CRInc Teams Up With Glass Leader

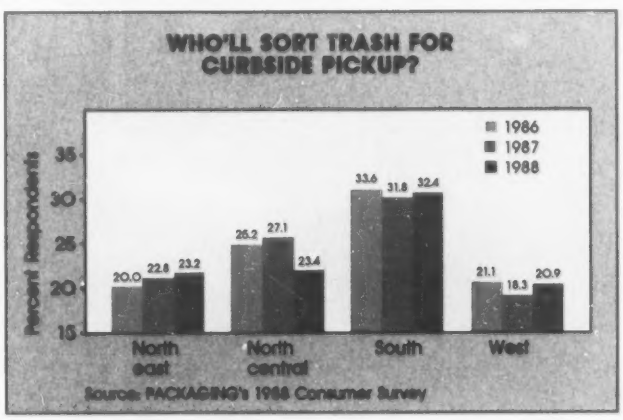
Partners plan two new recycling plants

A major glass producer and a leading material-recovery corporation have joined forces to develop new recycling facilities in California.

Anchor Glass Container Corp. and New England CRinc have signed an agreement to establish California CRinc and operate two recycling plants near Anchor's existing facilities in Antioch and Vernon, Calif.

Anchor, the nation's second-largest manufacturer of glass containers, plans to buy waste green, amber and flint glass from the new company. But California CRinc will recycle more than glass. Plastics, aluminum, ferrous metal and paper will also be processed.

Richard J. Kattar, president of New England CRinc, says the goal of his company and the new joint venture is to be "first in space." By that he says he means that CRinc intends to lead the way in conserving space by recycling solid waste.



South Leads In Sorting Support

Nearly one-third will separate trash

How do regions of the U.S. compare in their residents' willingness to sort their trash by material for curbside pickup? To find out, PACKAGING queried residents of the Northeast, North Central, South and West regions as part of the magazine's past three annual consumer surveys.

Although results differ by several percentage points from year to year, one thing is clear: Southerners lead residents of the other regions in willingness to sort their trash.

More than 31 percent of the respondents from the South said they would do so if it would help recycling.

The next highest percentages—between 23.4 and 27.1—were reported by residents of the North Central region of the country. Residents of the West accounted for the lowest percentages reported: between 18.1 and 21.1 percent.

Paper Group Funds Contest

Four best recycling stories to win $500

There's still time to submit entries to the American Paper Institute's "Best Paper Recycling Story" contest.

In order to reward individuals, corporations, charities and municipalities that are doing an outstanding job of recycling paper, the API is collecting information about their efforts through April 17.

Contestants are to include information on quantity and grades of paper collected, income earned and programs funded.

J. Rodney Edwards, vice president of the API paperboard group, explains why the contest is being conducted at this time: "We're confident the publicity generated by the contest will increase general appreciation for paper recycling and motivate additional collection."

Send entries to "Best Paper Recycling Story" Contest, 485 Madison Ave., 4th Floor, New York, N.Y. 10022.

SPECIAL REPORT

PACKAGING LURES NEW COSMETIC CONSUMERS

From tubes to pumps, sleek packaging for skin- and hair-care products is helping lure a new generation of consumers

By Melissa Larson
Senior Editor

To the old adage, "With age comes wisdom," a cosmetic marketer might add, "With age comes new customers." Men with thinning hair, and women concerned about wrinkles, are snapping up new hair- and skin-care products, packaged to enhance their therapeutic claims.

From the drug store counter to the supermarket to the department store or salon, the over-40 set is joining the younger generation in choosing from among thousands of new products. And packaging, through shape, decoration and features, is an essential part of the sell.

New thinning-hair line

Hair care for balding men hits the mass market with the introduction of the Thrive line from Shulton USA.

Consisting of a conditioning shampoo, a "vitalizing supplement" and a control pump spray, the line is packaged in white HDPE bottles molded in a modern, masculine shape.

Graphics and design for both the bottles and the outer cartons were developed in-house and feature a geometrical, almost clinical look. Pressure-sensitive paper labels on the bottles feature a family graphic approach.

Introductory packaging for the line will consist of a paperboard carton holding all three packages, accompanied by instructional literature stressing the proper way to care for thinning hair.

Shulton's investment in product development, and its hefty advertising and marketing commitment for Thrive, are backed by hard research into this high-potential category.

By the year 2000, about 60 million men, or 44 percent of the adult male population of the U.S., will be in the 25 to 54 age bracket—the targeted group for thinning-hair care products.

Shulton marketers have extensively tested the product line in major chains and predict that it will boost

Skin- and hair-care products are leading the way in the cosmetics product category, with new products and packaging to appeal to both upscale and mass-market consumers.

Sun-care product in the high-SPF range are popular in sticks, sprays

men's hair grooming sales by 17 percent, and profits by 19 percent, in its first year of sales.

"Our long-term projections show that the men's thinning-hair care segment could represent a $240 million business by 1990 and $330 million by the year 2000, if only 10 percent of the target group use these products," says Linda Baboulis, new product manager.

The Thrive line is being distributed to food, drug and mass merchandise outlets. Broadcast and print advertising will begin in May.

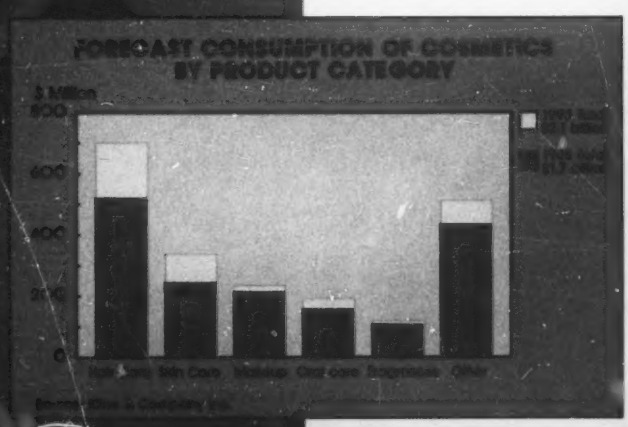
Sun care shines

The market for over-the-counter sunscreen products soared in 1988 with increased consumer awareness of the effects of prolonged exposure to the sun.

Especially successful were products with high SPF (sun protection factor) values—15 or more. According to packaging industry consultants Kline & Co., such high-SPF products accounted for a full 25 percent of sunscreen sales in 1987, the last year studied. Sun-care products are experiencing the fastest growth rate in the skin-care segment, according to Kline—13 percent per year.

The term "suntan lotion" is quickly being replaced by "sunscreen lotion" as a prod-

Designer skin-care lines, as well as high-SPF sun-care products, are selling well in innovative packaging.



uct's therapeutic virtues are emphasized over the fact that it smells like coconut or comes in a bottle that matches your beach towel.

Squeeze bottles and tubes have traditionally packaged most slather-on sun creams and oils for young sun-worshippers. Sturdy, waterproof, and usually colorful, this type of packaging is still quite prevalent on the beach and by the pool.

But sticks, spray bottles, and towelettes have also made an appearance, as sunscreen marketers pitch over-30 consumers, their children, and others. A major brand name, high SPF value, and a variety of sizes and packages characterize some recent introductions.

For instance, Richardson-Vicks' Bain de Soleil upscale brand extension, Protecteur Gentil, is packaged in pump spray bottles, crimped metal tubes and even oval deodorant-type sticks.

Copy and graphics are subtle and sophisticated, and the SPF number, 20 or 25, is prominent.

Nivea is currently promoting back-to-back shrink-wrapped plastic bottles of sun-screen lotion and after-sun conditioner. L'Oreal and swimwear marketer Gottex are other well-known names expected to roll out upscale sun-product lines this season.

Aging skin

"Designer" skin care for face and body, as an extension of designer fragrances, is a popular addition to department store cosmetic counters.

Two years ago Liz Claiborne introduced a signature fragrance, packaged in striking white cartons with triangular accents and bottles in primary colors. As a follow-up, fragranced hand and body lotion, talcum powder and a conditioning spray have appeared in tall white round or triangular plastic bottles with the primary-color triangles as accent. Paperboard cartons bear the same design.

Indeed, skin care for both face and body is experiencing growth, due to increased consumer awareness of the importance of taking care of skin early, to delay the effects of aging, according to Kline.

Product lines and packaging range from the high-end therapeutic anti-aging products sold in department stores by the likes of Estee Lauder and Revlon, to recent mass-market line extensions from such brands as Noxzema and Pond's.

While no expense is spared on the frosted glass jars and high-tech pump packages for the upscale facial products, mass-market masks, lotions and creams generally appear in plastic bottles or jars with appropriate dispensing closures. Where silk-screening is the rule for high-end products, cost-effective decorating via pressure-sensitive or heat-transfer labeling characterizes the supermarket brands.

Mass market mentions

An interesting closure, use of color or even lack of color can create shelf appeal for mass-market hair- and skin-care products.

Clairol's new temporary color rinse for women over 45, with the hopeful-sounding name of Instant Beauty, covers gray, enhances white or gray and washes out in one shampoo.

Packaged in a silver-colored plastic squeeze bottle with coordinated pressure-sensitive labeling, the line features a flow-control applicator/closure which cuts down on messes and coordinates with the background color of the front label.

Following the success of Revlon's Clean & Clear shampoo and conditioner in clear plastic bottles come Clean & Clear styling gels. The gel products, though viscous, are also clear and come in transparent plastic tubes with color-coded dispensing closures. A color block, carrying copy on the back of the tube, shows through the product and matches the closure.

A simple tube and pump spray bottle package Pantene's recently introduced Sculpturing Gel and Fixation Styling Spritz. But the iridescent effects incorporated into the plastic add impact, especially when combined with the pearly colors of beige, pink and green of the Pantene line extensions. The effect is a "salon" look at a mass-market price—for which the Pantene line has been well known.

Trial/travel sizes, almost a market of their own, are essential in allowing consumers to try a new shampoo, conditioner or other personal-care product without buying the standard size. They find a continuing appeal, even after the product is well-established, among travelers who want a smaller, packable size of their favorite. ■

MELISSA LARSON
Senior Editor
"Packaging is so integral a part of selling cosmetic products that restraint is often thrown to the winds. But cosmetic marketers must beware of over-packaging—both at the high and low ends of the market."

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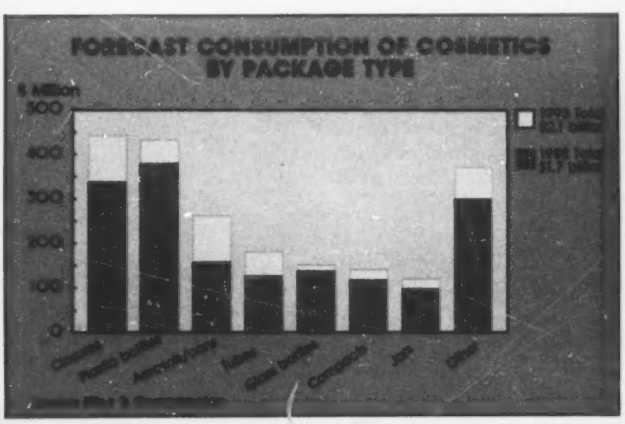
Outstanding	438
Above Average	440
Average	441
Below Average	442

Clear plastic packaging shows off mass-market product virtues, and is often topped by a coordinating dispensing closure.

Hair-care for men with thinning hair will be a $240 million business by 1990, says Shulton. Packaging for Thrive has a modern, masculine look.



NOTE

Some charts and graphs were color-coded in the original document. While it has not been possible to reproduce these items in color, their equivalent values on the black-and-white scale are often distinct enough to convey the same information as the original colors.

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